

WHAT IS CLAIMED IS:

1 1. A method of enhancing the ability of a user to interact with a
2 plurality of content providers coupled to a network, the plurality of content providers
3 offering a plurality of enhanced content programming via the network, wherein said user
4 interacts with the plurality of content providers via a receiver coupled to the network, the
5 method comprising the steps of:

6 receiving a set of trigger filters from the receiver;
7 storing said set of trigger filters in a data base;
8 detecting triggers embedded in each of the plurality of enhanced content
9 programming;
10 comparing said detected triggers with said set of trigger filters;
11 identifying a set of the plurality of enhanced content programming in
12 which said detected triggers embedded in said set of enhanced content programming
13 conform to said set of trigger filters; and
14 preferentially coupling each of said set of enhanced content programming
15 to the receiver.

1 2. The method of claim 1, wherein said set of trigger filters is based
2 on information type.

1 3. The method of claim 1, further comprising the step of transmitting
2 a notification indicator for each occurrence in which said detected triggers embedded in
3 said set of enhanced content programming conforms to said set of trigger filters.

1 4. The method of claim 3, wherein said notification indicator is an
2 audible signal.

1 5. The method of claim 3, wherein said notification indicator is an on-
2 screen graphic.

1 6. The method of claim 3, further comprising the step of selecting
2 said notification indicator, said selecting step performed by the receiver.

1 7. The method of claim 1, said preferential coupling step further
2 comprising the steps of overriding current receiver programming and directing each of
3 said set of enhanced content programming to the receiver immediately upon detection.

1 8. The method of claim 1, further comprising the steps of:
2 receiving a set of priorities corresponding to each of said set of trigger
3 filters; and
4 storing said set of priorities in said data base, wherein said step of
5 preferential coupling is performed in accordance with said set of priorities.

1 9. The method of claim 1, said receiving step further comprising the
2 steps of:
3 monitoring each of a plurality of user transactions between the receiver
4 and the plurality of content providers;
5 extracting transaction information from at least a portion of said plurality
6 of user transactions;
7 storing said extracted transaction information in a data base controlled by a
8 third party; and
9 forming said set of trigger filters based on a combination of at least a
10 portion of said extracted transaction information.

1 10. A method of enhancing the ability of a user to interact with a
2 plurality of content providers coupled to a network, the plurality of content providers
3 offering a plurality of enhanced content programming via the network, wherein said user
4 interacts with the plurality of content providers via a receiver coupled to the network, the
5 method comprising the steps of:
6 storing a set of trigger identifiers in a data base;
7 detecting triggers embedded in the plurality of enhanced content
8 programming;
9 pairing said detected triggers with said set of trigger identifiers; and
10 notifying the receiver of available enhanced content programming using
11 said set of trigger identifiers.

1 11. The method of claim 10, wherein said set of trigger identifiers is
2 comprised of a plurality of on-screen graphics.

1 12. The method of claim 10, wherein said set of trigger identifiers is
2 comprised of a plurality of audible signals.

1 13. The method of claim 10, further comprising the step of receiving
2 said set of trigger identifiers from the receiver.

1 14. The method of claim 10, further comprising the step of receiving
2 said set of trigger identifiers from a network operator.

1 15. The method of claim 10, wherein said notifying step is performed
2 upon initial receipt of the enhanced content programming.

1 16. The method of claim 10, wherein said set of trigger identifiers
2 correspond to the plurality of content providers.

1 17. The method of claim 10, wherein said set of trigger identifiers
2 correspond to a plurality of information types.

1 18. A method of generating revenues for a network offering a plurality
2 of programming options to a user via a receiver, the method comprising the steps of:
3 detecting a first trigger embedded within one of said plurality of
4 programming options;
5 replacing said one of said plurality of programming options with at least
6 one enhanced content program, wherein said at least one enhanced content program is
7 provided by at least one content provider;
8 obtaining revenues from said at least one content provider in response to
9 said replacing step; and
10 restoring said one of said plurality of programming options.

1 19. The method of claim 18, wherein said restoring step is performed
2 after conclusion of a predefined time period.

1 20. The method of claim 18, further comprising the step of detecting a
2 second trigger embedded within said one of said plurality of programming options,
3 wherein said restoring step is performed after detection of said second trigger.

1 21. The method of claim 18, wherein said first trigger indicates
2 commencement of a programming interruption.

1 22. The method of claim 20, wherein said second trigger indicates
2 conclusion of a programming interruption.

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